To J.Z
From K.E.

Skeleig Tracking Study - Top-Line Tables

~~In order to measure Skeleig~~

Skeleig, R. J. Reynolds new entry in a black pack was introduced into ~~[illegible]~~ Florida ~~[illegible]~~ test - December, 1983. In order to measure ~~its~~ progress, a tracking study was conducted six weeks after its introduction. Telephone interviews were conducted among menthol and non-menthol 100s/120s smokers during the week of February 5th. Smokers were questioned on their awareness, trial and attitudes regarding Skeleig.

The following pages stand out among the results of this research.

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Source: https://www.industrydocuments.ucsf.edu/docs/psxj0004